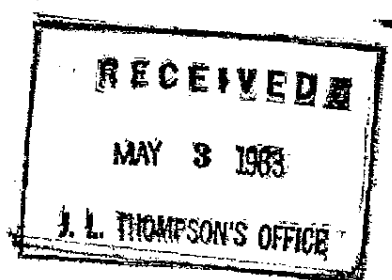


REVLON

767 Fifth Avenue  
New York, N.Y. 10153  
(212) 572-5730

Sanford Buchsbaum  
Executive Vice President  
Advertising

*file*



April 29, 1983

Mr. Peter Allport  
President  
Association of National Advertisers  
155 East 44th Street  
New York, New York 10017

Dear Peter:

I've just read the bulletin on "15-Second Television Commercials".

I think a critical potential pitfall has been omitted. That is, the probability of the 15-second commercial becoming the standard advertising unit and the cost per unit escalating to the current cost of a 30.

I urge you to point this out to the membership.

Thanks very much.

Best regards,

Sanford Buchsbaum

SB:bg

cc: Mr. Bill Kistler  
ANA Board of Directors

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